

2006 DirectionFinder®

Final Report



conducted for

Newport, Rhode Island

by

ETC Institute

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Contents

Executive Summary.....	ES-1
Charts and Graphs	Section 1
Importance-Satisfaction Analysis.....	Section 2
Tabular Data	Section 3
Survey Instrument.....	Section 4
Comments	Section 5

***2006 DirectionFinder[®]* Survey**

Executive Summary Report

Overview and Methodology

ETC Institute administered the *DirectionFinder[®]* Survey for the City of Newport, Rhode Island, to assess citizen satisfaction with the delivery of major city services and to help determine priorities for the community as part of the City's ongoing planning process.

The survey was four (4) pages long and took the average person approximately 10 minutes to complete. It was administered by mail and phone to a random sample of 851 residents during April of 2006. The overall results of the survey have a precision of at least $\pm 3.7\%$ at the 95% level of confidence.

This report contains:

- an executive summary of the methodology and major findings
- charts depicting the overall results of the survey
- benchmarking data that show how the survey results for Newport compare to other communities
- importance-satisfaction analysis to help the City use survey data to set priorities
- tabular data for the overall results to each question of the survey
- a copy of the survey instrument.

Interpretation of "Don't Know" Responses: The percentage of persons who gave "don't know" responses is important because it often reflects the level of utilization of City services. For graphing purposes, the percentage of "don't know" responses has been excluded to facilitate valid comparisons with other communities. The percentage of "don't know" responses for each question is provided in the Tabular Data Section of this report. When the "don't know" responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase "*who had an opinion.*"

Major Findings

- **Residents were generally satisfied with the overall quality of life in the City of Newport.** Most of the residents surveyed *who had an opinion* were satisfied with Newport as a place to visit (93%) and as a place to live (87%). Residents were least satisfied with Newport as a place to go shopping (40%).
- **City information is communicated most often through the newspaper.** Eighty-two percent (82%) of those surveyed prefer to receive information about the City from the local newspapers and 45% prefer to receive information about the City from the City newsletter.
- **The City's efforts to promote the City were mixed.** The highest levels of satisfaction with promotion of the City, based upon the combined percentage of “very satisfied” and “satisfied” responses from residents who had an opinion, were the City's efforts to promote tourism (71%) and City sponsored special events (66%). Residents were least satisfied with the level of civic involvement in municipal affairs (35%) and how well the City communicates and shares information (27%).
- **The Street and Sidewalk bond issue was supported over all other financial initiatives.** The highest levels of satisfaction with various financial initiatives, based upon the combined percentage of “very supportive” and “supportive” responses from residents who had an opinion, were the street and sidewalk bond issue (89%), the sewer/CSO infrastructure rebuilding (71%), and the seawall restructuring program (63%). Residents were least supportive of the affordable housing financial initiative (47%).
- **Public Safety Services**
 - **Police** The highest levels of satisfaction with police services, based upon the combined percentage of “very satisfied” and “satisfied” responses from residents who had an opinion, were the responsiveness to calls for assistance (74%), the overall quality of police services (70%), and the efforts to prevent crime (65%). Residents were least satisfied with the congestion management (33%), and the vehicle noise enforcement (29%).
 - **Fire** The highest levels of satisfaction with fire services, based upon the combined percentage of “very satisfied” and “satisfied” responses from residents who had an opinion, were the responsiveness to fire emergencies (92%), the rescue services (91%), and the overall quality of fire services (86%). Residents were least satisfied with the enforcement of sprinkler codes (60%).

- **Public Works** The highest levels of satisfaction with public works services, based upon the combined percentage of “very satisfied” and “satisfied” responses from residents who had an opinion, were the curbside recycling services (77%), the trash removal (76%), and snow plowing (47%). Residents were least satisfied with the maintenance of streets (17%).
- **Planning and Zoning** The highest levels of satisfaction with planning and zoning, based upon the combined percentage of “very satisfied” and “satisfied” responses from residents who had an opinion, were residential property maintenance enforcement (37%), retail and commercial property maintenance enforcement (37%), and solicitations and promotions on public streets (38%). Residents were least satisfied with the clean-up of derelict houses and other public nuisances (25%).
- **Water** The highest levels of satisfaction with water services, based upon the combined percentage of “very satisfied” and “satisfied” responses from residents who had an opinion, were the city’s efforts to minimize water disruptions (79%), water pressure in homes (68%), and the overall quality of water services (49%). Residents were least satisfied with the taste of their tap water (34%).
- **Parks and Recreation** The highest levels of satisfaction with parks and recreation, based upon the combined percentage of “very satisfied” and “satisfied” responses from residents who had an opinion, were the City parks (81%), management of the harbor (64%), and the overall quality of parks and recreation services (63%). Residents were least satisfied with adult recreation programs (42%).
- **Public Education** The highest levels of satisfaction with public education, based upon the combined percentage of “very satisfied” and “satisfied” responses from residents who had an opinion, were the quality of elementary school education (29%), and the quality of educational facilities (23%). Residents were least satisfied with the system leadership and management (16%).
- **Administrative Services** The highest levels of satisfaction with administrative services, based upon the combined percentage of “very satisfied” and “satisfied” responses from residents who had an opinion, were feeling of safety in the City (78%), the overall quality of life in the City (67%), and the image of the City (65%). Respondents were least satisfied with the management of the influx of tourists during the summer (36%).
- **Most Emphasis over the next two years.** Residents chose public education as the city service that should receive the most emphasis over the next two years; the second choice was public works and the third choice was planning and zoning.

Comments. Residents were given an opportunity to provide any additional comments at the end of the survey. The majority of the comments fell into these three categories;

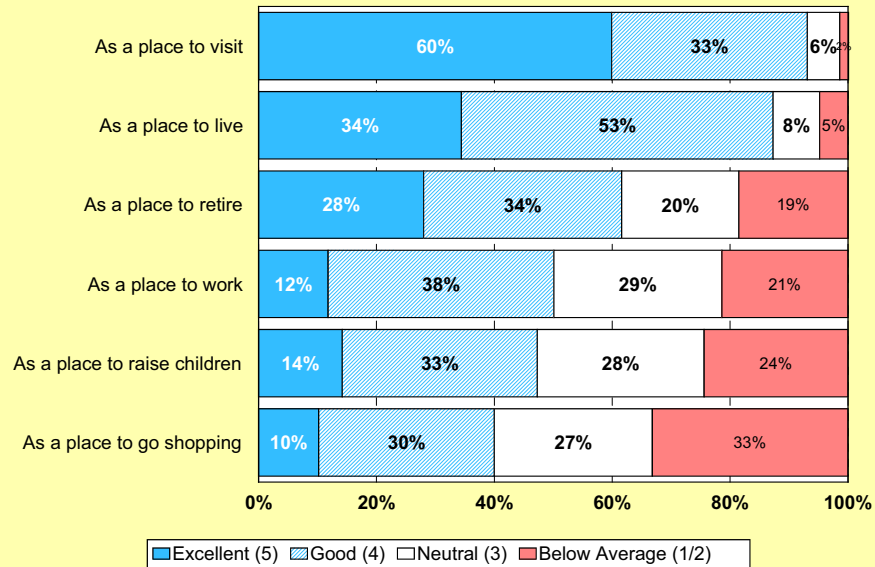
- ❖ **The infrastructure of Newport.** Residents are concerned about the quality of streets, sidewalks, water services and sewer services.
- ❖ **The management of tourism.** Residents are concerned about tourist related issues like parking, noise from bars and restaurants, and the increasing number of permanent homes becoming vacation (short-term rental) homes.
- ❖ **The quality of schools.** Residents are concerned about the quality of education received by students and about the quality and safety of school buildings.

Section 1:
Charts and Graphs

2006 Newport DirectionFinder Survey Results

Q1. Overall Quality of Life in the City of Newport

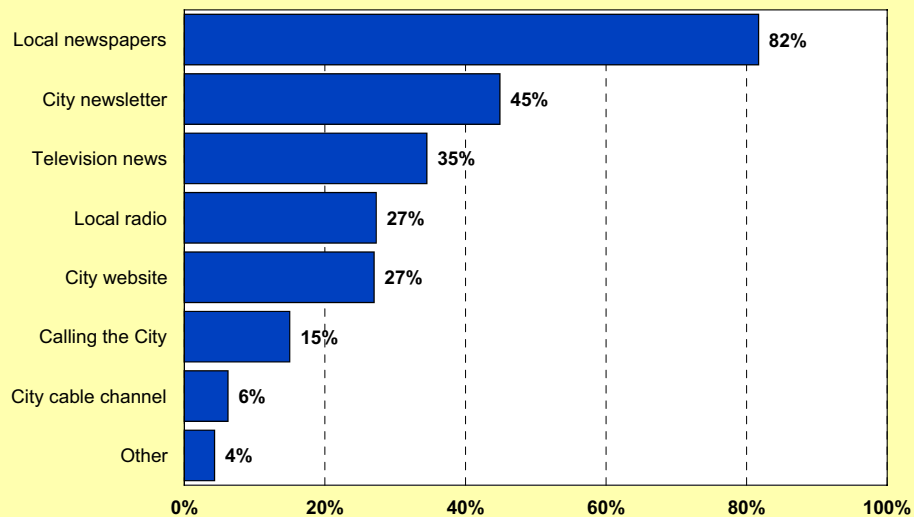
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (City of Newport 2006)

Q2. Sources Residents Prefer to Receive Information From the City of Newport

by percentage of respondents (multiple choices could be made)

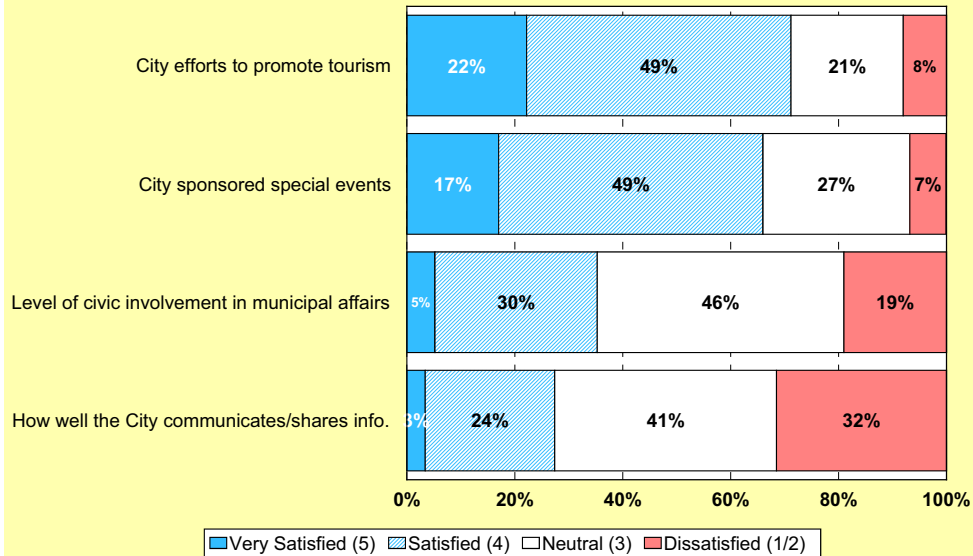


Source: ETC Institute DirectionFinder (City of Newport 2006)

2006 Newport DirectionFinder Survey Results

Q3. Overall Satisfaction with the Promotion of the City

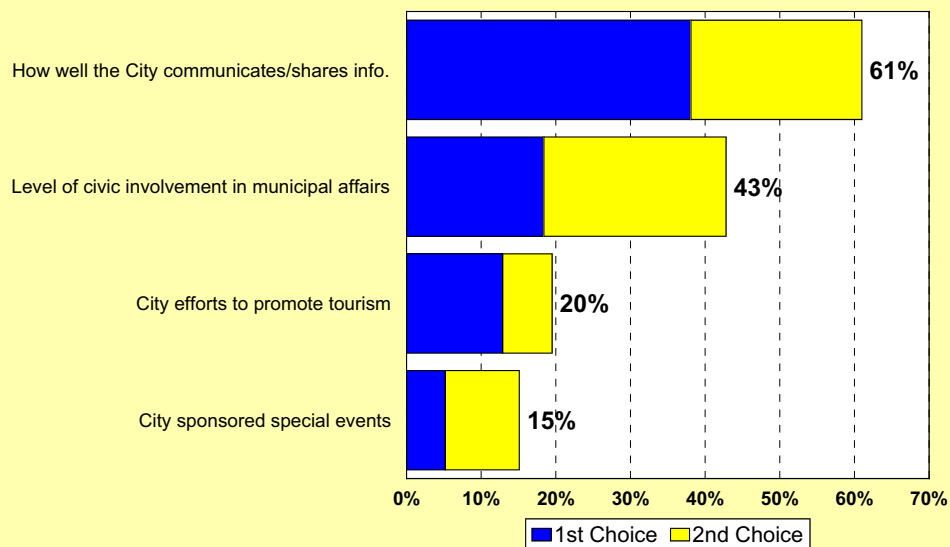
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (City of Newport 2006)

Q4. Areas of the City's Promotion Management That Should Receive the Most Emphasis Over the Next Two Years

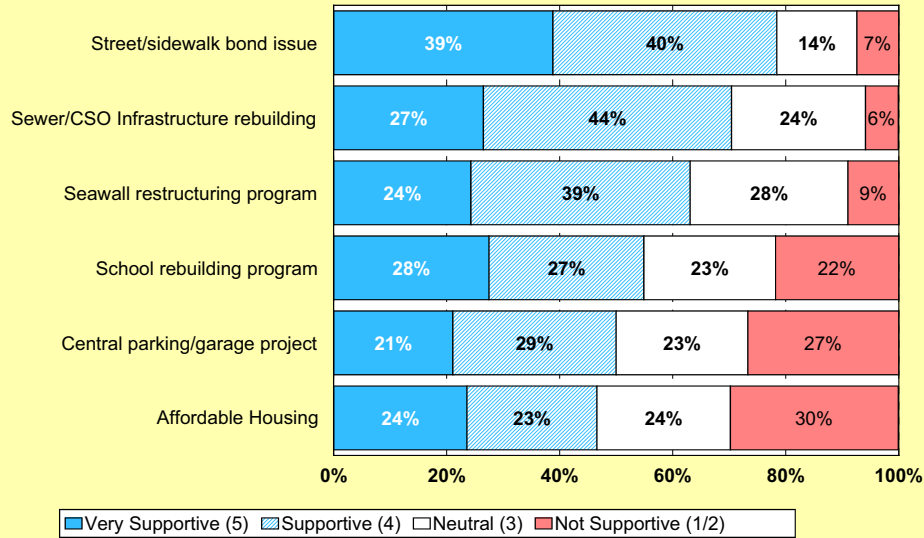
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (City of Newport 2006)

Q5. How Supportive Residents are for Various Financial Initiatives

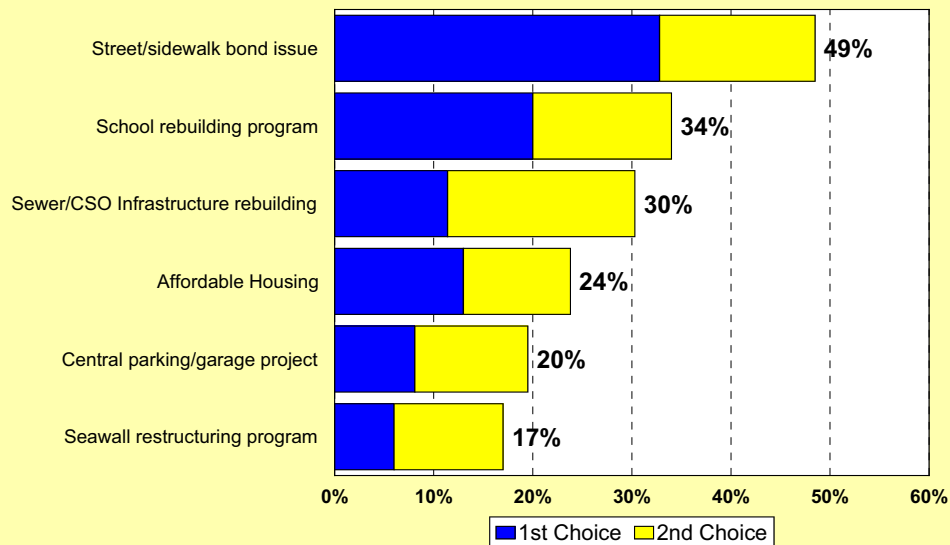
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (City of Newport 2006)

Q6. Financial Initiatives That Should Receive the Most Emphasis Over the Next Two Years

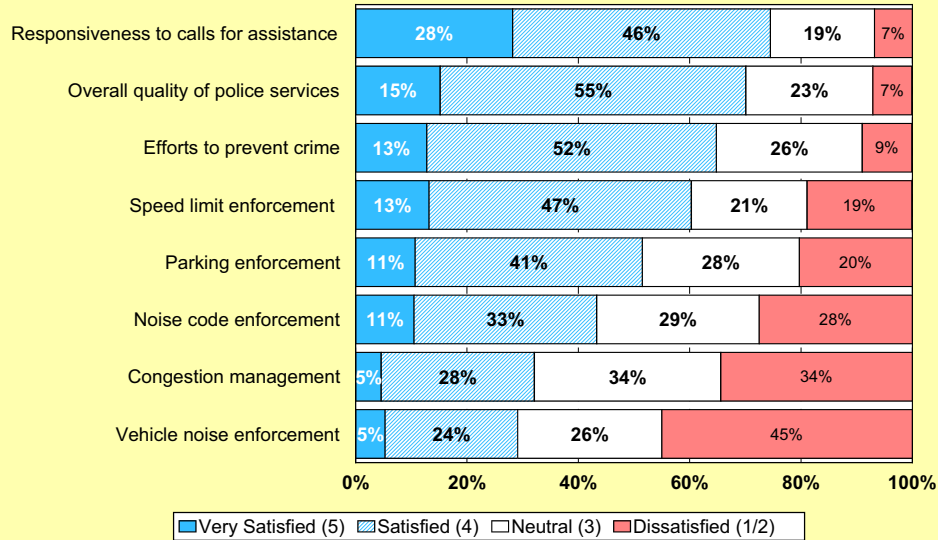
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (City of Newport 2006)

Q7a. Satisfaction with Various City Services Provided by the City of Newport -POLICE-

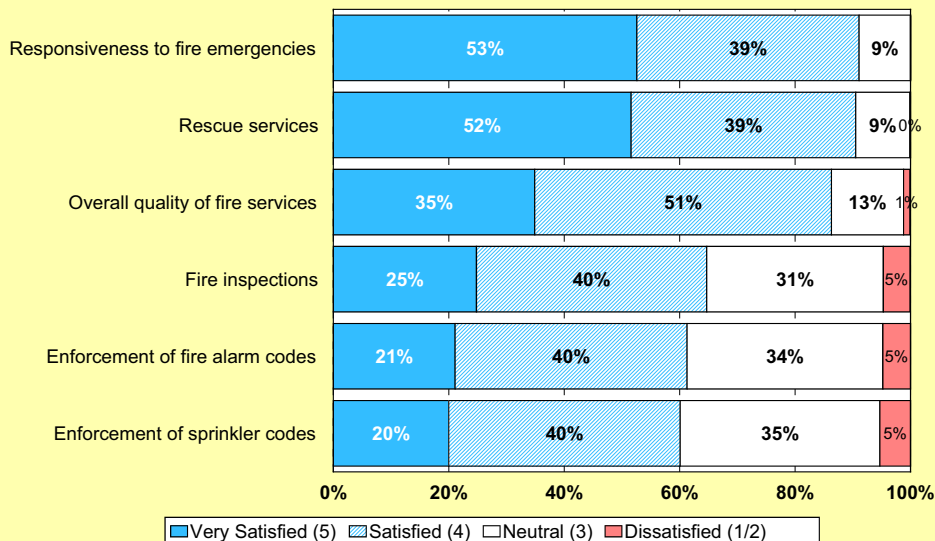
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (City of Newport 2006)

Q7b. Satisfaction with Various City Services Provided by the City of Newport -FIRE-

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

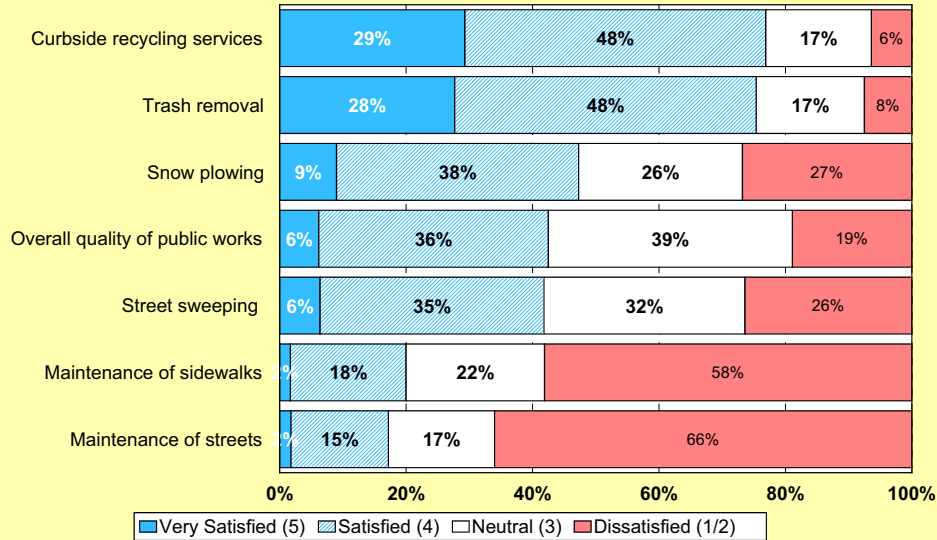


Source: ETC Institute DirectionFinder (City of Newport 2006)

Q7c. Satisfaction with Various City Services Provided by the City of Newport

-PUBLIC WORKS-

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

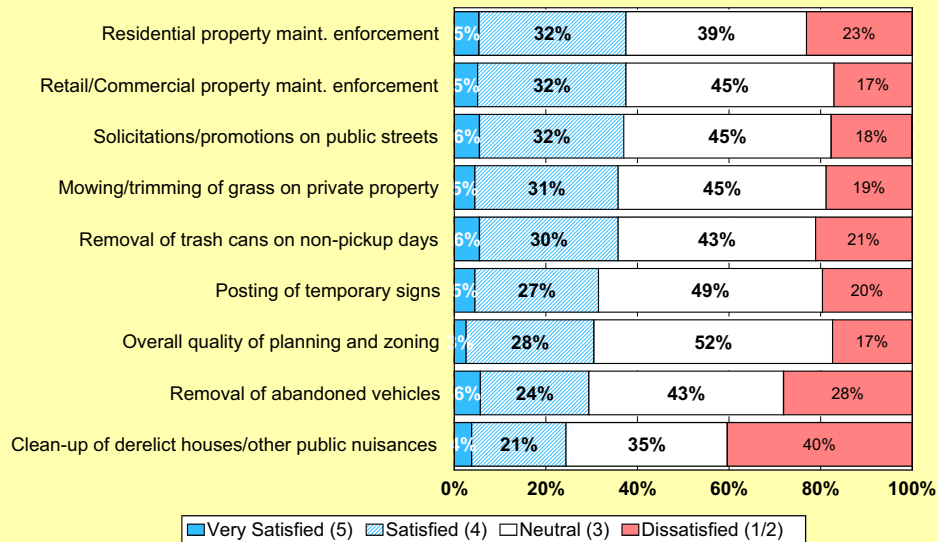


Source: ETC Institute DirectionFinder (City of Newport 2006)

Q7d. Satisfaction with Various City Services Provided by the City of Newport

-PLANNING & ZONING-

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

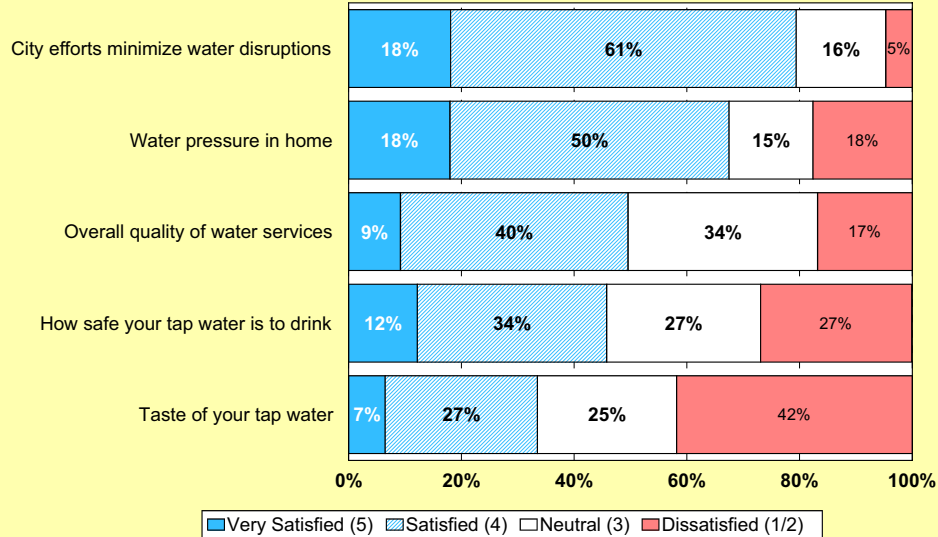


Source: ETC Institute DirectionFinder (City of Newport 2006)

Q7e. Satisfaction with Various City Services Provided by the City of Newport

-WATER-

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

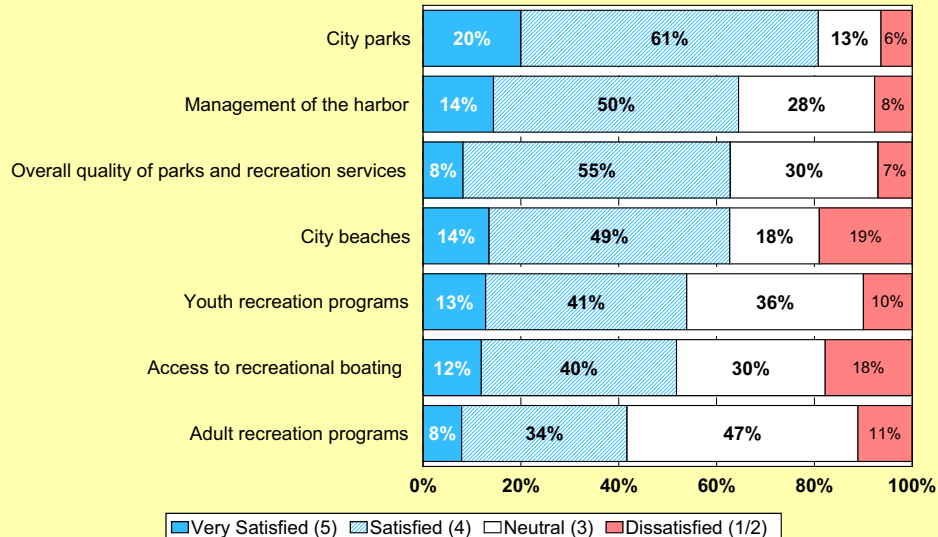


Source: ETC Institute DirectionFinder (City of Newport 2006)

Q7f. Satisfaction with Various City Services Provided by the City of Newport

-PARKS & RECREATION-

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

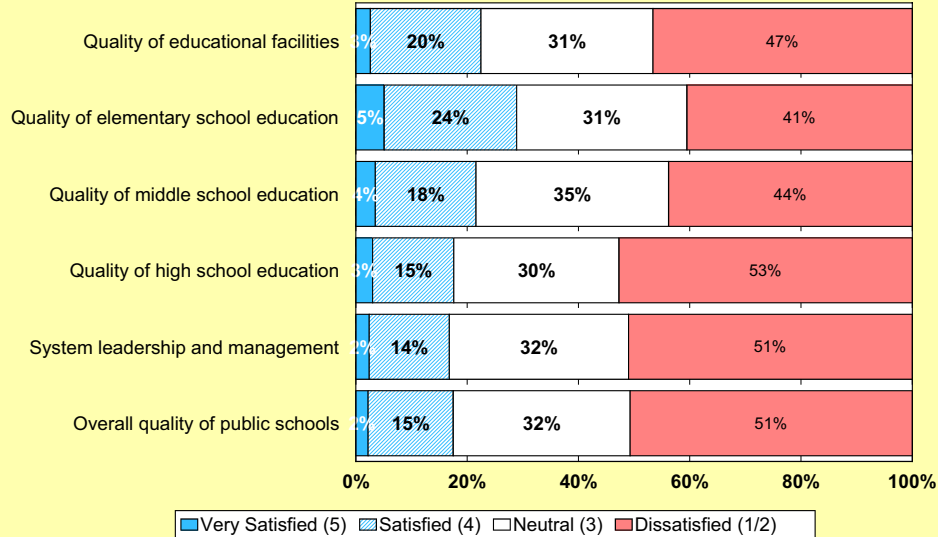


Source: ETC Institute DirectionFinder (City of Newport 2006)

Q7g. Satisfaction with Various City Services Provided by the City of Newport

-PUBLIC EDUCATION-

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

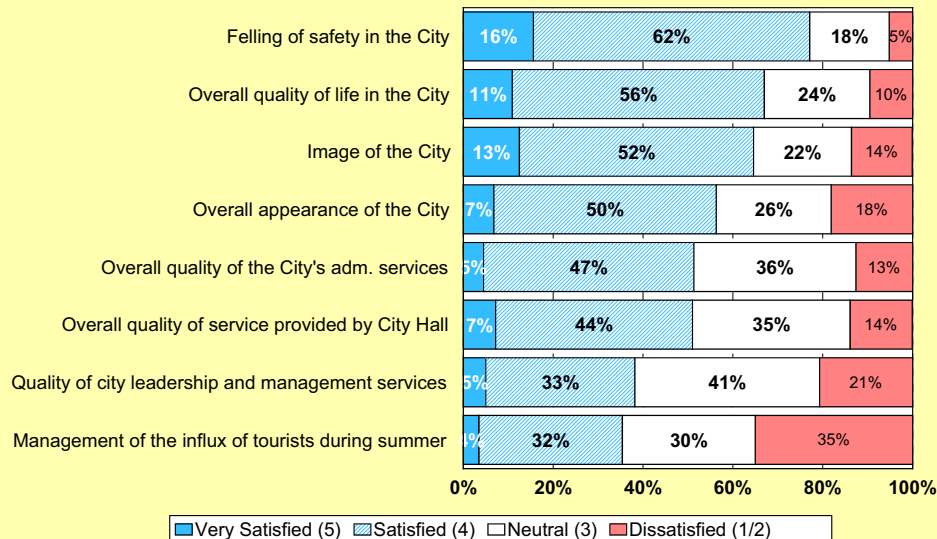


Source: ETC Institute DirectionFinder (City of Newport 2006)

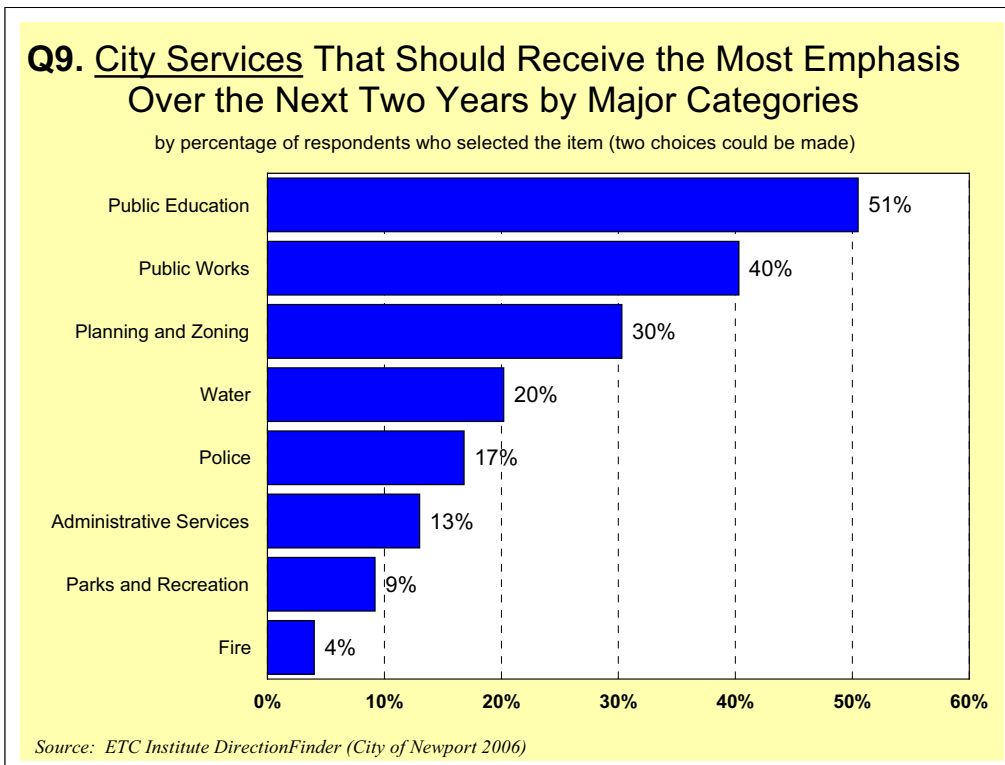
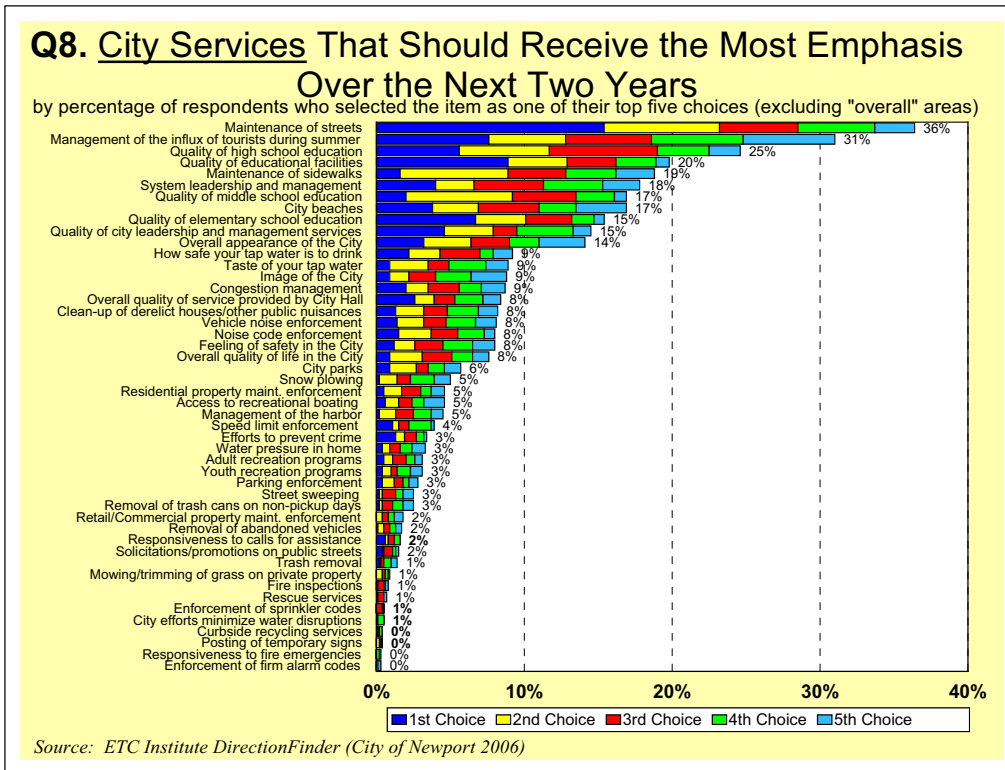
Q7h. Satisfaction with Various City Services Provided by the City of Newport

-ADMINISTRATIVE SERVICES-

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (City of Newport 2006)



Q10. Demographics: How Many Years have You Lived in the City of Newport?

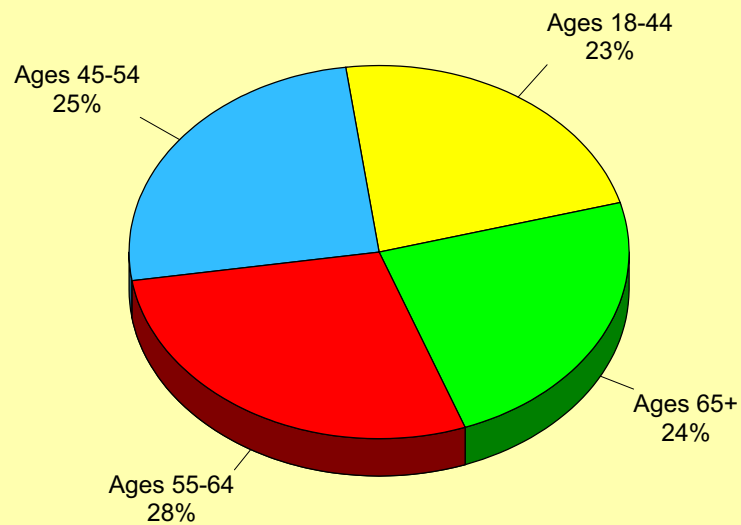
by percentage of respondents



Source: ETC Institute DirectionFinder (City of Newport 2006)

Q11. Demographics: Age of Respondent

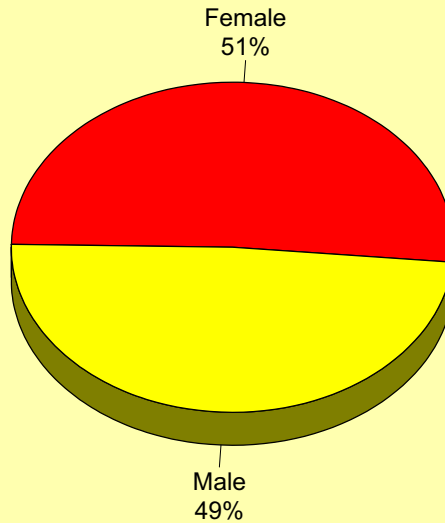
by percentage of respondents



Source: ETC Institute DirectionFinder (City of Newport 2006)

Q12. Demographics: Gender of the Respondents

by percentage of respondents

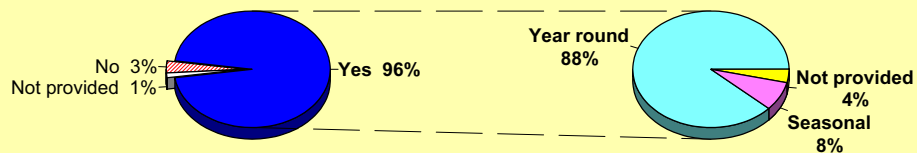


Source: ETC Institute DirectionFinder (City of Newport 2006)

Q13. Demographics: Do You Live Inside the City Limits of Newport for at Least Two Weeks Per Year?

by percentage of respondents

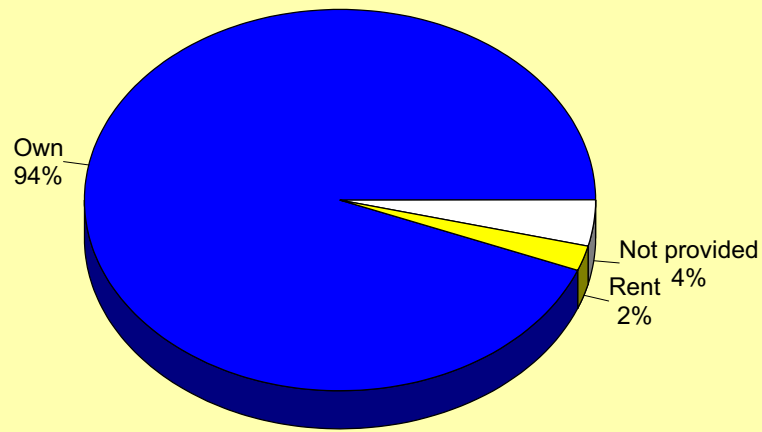
Q13a. Do You Consider Yourself a Year-Round or Seasonal Resident of Newport?



Source: ETC Institute DirectionFinder (City of Newport 2006)

Q13b. Demographics: Do You Own Or Rent Your Residence in Newport?

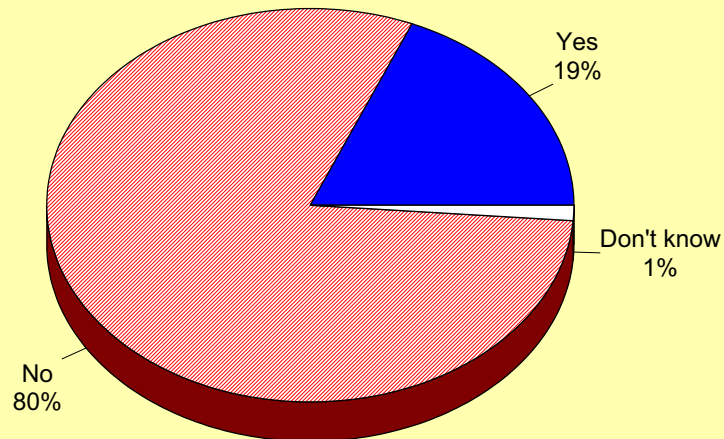
by percentage of respondents who live inside Newport city limits for at least two weeks/year



Source: ETC Institute DirectionFinder (City of Newport 2006)

Q14. Demographics: Do You Own a Business in Newport?

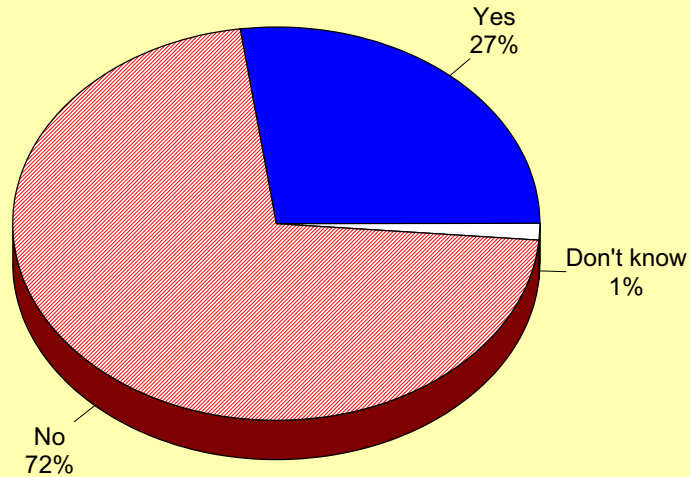
by percentage of respondents



Source: ETC Institute DirectionFinder (City of Newport 2006)

Q15. Demographics: Do You Own Rental Property in Newport?

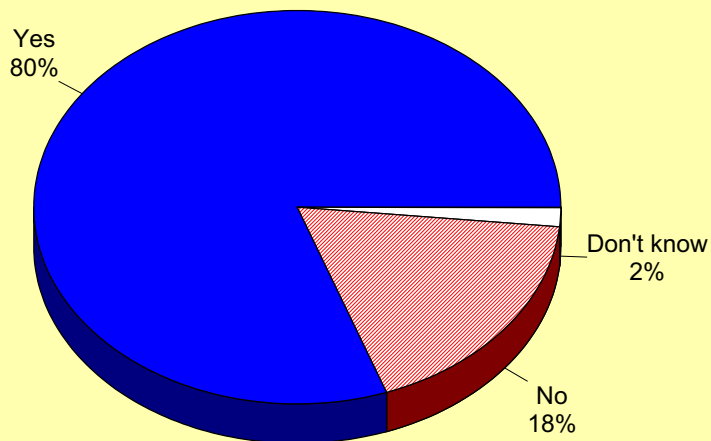
by percentage of respondents



Source: ETC Institute DirectionFinder (City of Newport 2006)

Q16. Demographics: Are You Registered to Vote in the City of Newport?

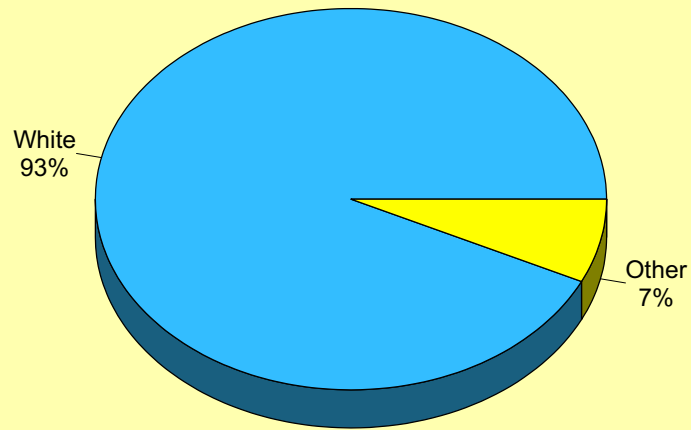
by percentage of respondents



Source: ETC Institute DirectionFinder (City of Newport 2006)

Q17. Demographics: Race/Ethnicity

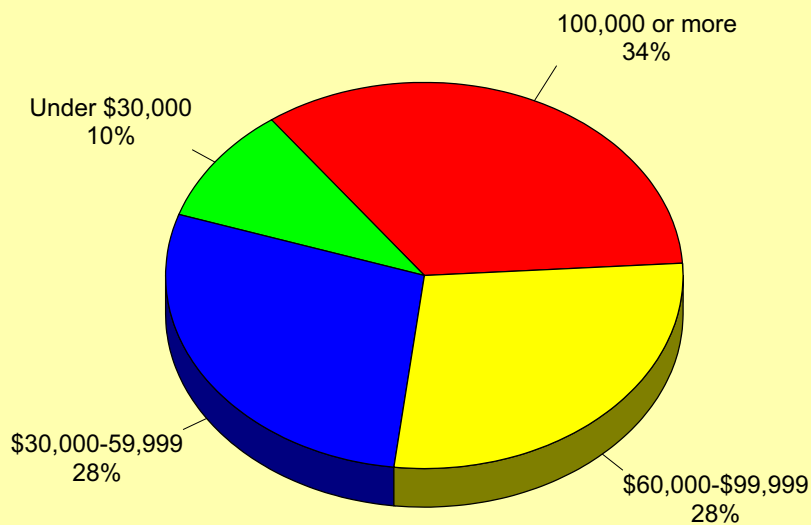
by percentage of persons in households (multiple choices could be made)



Source: ETC Institute DirectionFinder (City of Newport 2006)

Q18. Demographics: Total Annual Household Income

by percentage of respondents (excluding those who refused to provide response)



Source: ETC Institute DirectionFinder (City of Newport 2006)

Section 2:
Importance-Satisfaction
Analysis

2006 Importance-Satisfaction Analysis

Newport, Rhode Island

Overview

Today, city and county officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for the services their city or county provides. The Importance-Satisfaction rating is based on the concept that cities and counties will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, third, fourth, or fifth most important services for the City to emphasize over the next two years, or in the case of the financial initiatives and promotion management, the first or second choices. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't knows"). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

Example of the Calculation. Respondents were asked to identify which city service they thought should receive the most emphasis over the next two years. Fourteen percent (14%) of the residents surveyed selected *the overall appearance of the city* as one of their top five choices. The combined sum of 14% ranked the *overall appearance of the city* as the eleventh most important City service to emphasize over the next two years.

With regard to satisfaction, *overall appearance of the city* ranked nineteenth overall with 57% . The I-S rating for *overall appearance of the city* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 14% was multiplied by 43% (1-0.57). This calculation yielded an I-S rating of 0.0602, which was ranked twelfth out of 48 city service categories.

2006 Newport DirectionFinder Survey Results

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an activity as one of their top choices to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should generally continue to receive the current level of emphasis, but may require more emphasis in specific areas.

- *Definitely Increase Emphasis ($IS \geq 0.20$)*
- *Increase Current Emphasis ($0.10 \leq IS < 0.20$)*
- *Maintain Current Emphasis ($IS < 0.10$)*

The following page contains the I-S ratings for the City of Newport, Rhode Island.

Importance-Satisfaction Rating

City of Newport

PROMOTION MANAGEMENT

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
How well the City communicates/shares info.	61%	1	27%	4	0.4453	1
Level of civic involvement in municipal affairs	43%	2	35%	3	0.2795	2
<u>Medium Priority (IS < .10)</u>						
City efforts to promote tourism	20%	3	71%	1	0.0580	3
City sponsored special events	15%	4	66%	2	0.0510	4

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

2006 Newport DirectionFinder Survey Results

Importance-Satisfaction Rating

City of Newport

FINANCIAL INITIATIVES

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
School rebuilding program	34%	2	55%	4	0.1530	1
Affordable Housing	24%	4	47%	6	0.1272	2
Street/sidewalk bond issue	49%	1	79%	1	0.1029	3
Central parking/garage project	20%	5	50%	5	0.1000	4
<u>Medium Priority (IS < .10)</u>						
Sewer/CSO Infrastructure rebuilding	30%	3	71%	2	0.0870	5
Seawall restructuring program	17%	6	63%	3	0.0629	6

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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2006 Newport DirectionFinder Survey Results

Importance-Satisfaction Rating City of Newport CITY SERVICES

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
Maintenance of streets	36%	1	17%	47	0.2988	1
Quality of high school education	25%	3	18%	46	0.2050	2
<u>High Priority (IS .10-.20)</u>						
Management of the influx of tourist during summer	31%	2	36%	33	0.1984	3
Quality of educational facilities	20%	4	23%	43	0.1540	4
Maintenance of sidewalks	19%	5	20%	45	0.1520	5
System leadership and management	18%	6	16%	48	0.1512	6
Quality of middle school education	17%	7	22%	44	0.1326	7
Quality of elementary school education	15%	9	29%	40	0.1065	8
<u>Medium Priority (IS < .10)</u>						
Quality of city leadership/management services	15%	10	38%	29	0.0930	9
City beaches	17%	8	63%	15	0.0629	10
Congestion management	9%	15	33%	37	0.0603	11
Overall appearance of the City	14%	11	57%	19	0.0602	12
Clean-up of derelict houses/other public nuisances	8%	17	25%	42	0.0600	13
Taste of your tap water	9%	13	34%	36	0.0594	14
Vehicle noise enforcement	8%	18	29%	41	0.0568	15
How safe your tap water is to drink	9%	12	46%	25	0.0486	16
Noise code enforcement	8%	19	44%	26	0.0448	17
Overall quality of service provided by City Hall	8%	16	51%	23	0.0392	18
Image of the City	9%	14	65%	11	0.0315	19
Residential property maint. enforcement	5%	24	37%	31	0.0315	20
Snow plowing	5%	23	47%	24	0.0265	21
Overall quality of life in the City	8%	21	67%	10	0.0264	22
Access to recreational boating	5%	25	52%	21	0.0240	23
Removal of trash cans on non-pickup days	3%	34	36%	34	0.0192	24
Management of the harbor	5%	26	64%	14	0.0180	25
Street sweeping	3%	33	41%	28	0.0177	26
Feeling of safety in the City	8%	20	78%	5	0.0176	27
Adult recreation programs	3%	30	42%	27	0.0174	28
Speed limit enforcement	4%	27	60%	17	0.0160	29
Parking enforcement	3%	32	52%	22	0.0144	30
Removal of abandoned vehicles	2%	36	30%	39	0.0140	31
Youth recreation programs	3%	31	54%	20	0.0138	32
Retail/Commercial property maint. enforcement	2%	35	37%	32	0.0126	33
Solicitations/promotions on public streets	2%	38	38%	30	0.0124	34
City parks	6%	22	81%	3	0.0114	35
Efforts to prevent crime	3%	28	65%	12	0.0105	36
Water pressure in home	3%	29	68%	9	0.0096	37
Responsiveness to calls for assistance	2%	37	74%	8	0.0052	38
Trash removal	2%	39	76%	7	0.0048	39
Responsiveness to fire emergencies	0%	47	92%	1	0.0000	40
Rescue services	0%	42	91%	2	0.0000	41
City efforts minimize water disruptions	0%	44	79%	4	0.0000	42
Curbside recycling services	0%	45	77%	6	0.0000	43
Fire inspections	0%	41	65%	13	0.0000	44
Enforcement of fire alarm codes	0%	48	61%	16	0.0000	45
Enforcement of sprinkler codes	0%	43	60%	18	0.0000	46
Mowing/trimming of grass on private property	0%	40	36%	35	0.0000	47
Posting of temporary signs	0%	46	32%	38	0.0000	48

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Section 3:
Tabular Data

Q1. Overall Ratings of the City. Using a scale of 1 to 5 where 5 means "excellent" and 1 means "poor," please rate the City of Newport with regard to the following by circling the corresponding number below:

(N=851)

	Poor 1	Below average 2	Neutral 3	Good 4	Excellent 5	Don't know 9
Q1a As a place to live	1.4%	3.3%	7.8%	52.2%	34.0%	1.4%
Q1b As a place to raise children	4.0%	16.9%	24.3%	28.4%	12.2%	14.1%
Q1c As a place to work	5.9%	13.5%	25.9%	34.7%	10.7%	9.4%
Q1d As a place to retire	6.2%	11.0%	18.7%	31.5%	26.2%	6.3%
Q1e As a place to visit	0.4%	1.1%	5.3%	32.2%	58.0%	3.1%
Q1f As a place to go shopping	9.5%	22.8%	26.2%	29.1%	10.0%	2.4%

Q1. Overall Ratings of the City. Using a scale of 1 to 5 where 5 means "excellent" and 1 means "poor," please rate the City of Newport with regard to the following by circling the corresponding number below: (excluding don't know)

(N=851)

	Poor 1	Below average 2	Neutral 3	Good 4	Excellent 5
Q1a As a place to live	1.4%	3.3%	7.9%	52.9%	34.4%
Q1b As a place to raise children	4.7%	19.7%	28.3%	33.1%	14.2%
Q1c As a place to work	6.5%	14.9%	28.5%	38.3%	11.8%
Q1d As a place to retire	6.6%	11.8%	19.9%	33.6%	28.0%
Q1e As a place to visit	0.4%	1.1%	5.5%	33.2%	59.9%
Q1f As a place to go shopping	9.7%	23.3%	26.8%	29.8%	10.2%

Q2. From which of the following sources do you prefer to receive information from the City of Newport?

Q2 Prefer to receive information	Number	Percent
1 = City newsletter	382	44.9 %
2 = Local newspapers	695	81.7 %
3 = Local radio	232	27.3 %
4 = Television news	294	34.5 %
5 = City website	230	27.0 %
6 = City cable channel	53	6.2 %
7 = Calling the city	128	15.0 %
8 = Other	37	4.3 %
9 = Not provided	10	1.2 %
Total	2061	

Q2. Other:

Q2 Other	Number	Percent
ALN NEWSLETTER=	1	2.7 %
ATTEND MEETINGS=	1	2.7 %
CITY MAILINGS=	1	2.7 %
CITY MEETINGS=	1	2.7 %
CIVIC ORGANIZATIONS=	1	2.7 %
COUNCIL MEETING ATTENDEES=	1	2.7 %
COUNCIL-SCHOOL COMMITTEE=	1	2.7 %
DIRECT MAIL=	1	2.7 %
ELECTED LEADERS-NEIGHBORS=	1	2.7 %
EMAIL=	3	8.1 %
FAMILY WHO WORK FOR CITY=	1	2.7 %
FLYERS=	1	2.7 %
FRIENDS=	1	2.7 %
FRIENDS-NEIGHBORS=	1	2.7 %
INFORMATION FORMS=	1	2.7 %
KNOWING NEWPORT=	1	2.7 %
LIBRARY=	1	2.7 %
MAIL=	2	5.4 %
MAJOR MEDIA=	1	2.7 %
NEIGHBORHOOD MEETINGS=	1	2.7 %
NEIGHBORS=	1	2.7 %
NEIGHBORS-FRIENDS=	1	2.7 %
NEWPORT THIS WEEK=	2	5.4 %
NOTICES FROM THE CITY=	1	2.7 %
PEOPLE=	1	2.7 %
PERSONAL MAIL=	1	2.7 %
PROJO=	1	2.7 %
RESIDENT MAILING=	1	2.7 %
SPEAK TO ELECTED OFFICIAL=	1	2.7 %
TALKING TO COUNCIL=	1	2.7 %
WEBSITE-ALN NEWSLETTER=	1	2.7 %
WORD OF MOUTH=	1	2.7 %
WORD OF MOUTH-NEIGHBORS=	1	2.7 %
Total	37	100.0 %

Q3. Promotion of the City. Using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied," please indicate your level of satisfaction with the City's promotion and management of the areas listed below.

(N=851)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q3a City efforts to promote tourism	2.2%	5.3%	19.6%	46.2%	20.9%	5.8%
Q3b City sponsored special events	1.8%	4.7%	26.1%	47.0%	16.3%	4.1%
Q3c Civic involvement in municipal affairs	2.6%	14.7%	41.5%	27.4%	4.7%	9.2%
Q3d How well communicates & shares info	8.6%	22.1%	40.1%	23.4%	3.3%	2.6%

Q3. Promotion of the City. Using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied," please indicate your level of satisfaction with the City's promotion and management of the areas listed below. (excluding don't know)

(N=851)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q3a City efforts to promote tourism	2.4%	5.6%	20.8%	49.0%	22.2%
Q3b City sponsored special events	1.8%	4.9%	27.2%	49.0%	17.0%
Q3c Civic involvement in municipal affairs	2.8%	16.2%	45.7%	30.1%	5.2%
Q3d How well communicates & shares info	8.8%	22.7%	41.1%	24.0%	3.4%

Q4. Which TWO of the items, from the list in Question 3 (above), do you think should receive the most emphasis from City leaders over the next two years? Circle "NONE" if you do not think any of these items need additional emphasis.

Q4 Most emphasis	Number	Percent
A=Efforts to promote tourism	110	12.9 %
B=City sponsored special events	44	5.2 %
C=Civic involvement in municipal affairs	157	18.4 %
D=Communicates & shares info	324	38.1 %
Z=None chosen	216	25.4 %
Total	851	100.0 %

Q4. Which TWO of the items, from the list in Question 3 (above), do you think should receive the most emphasis from City leaders over the next two years? Circle "NONE" if you do not think any of these items need additional emphasis.

Q4 2nd	Number	Percent
A=Efforts to promote tourism	56	6.6 %
B=City sponsored special events	84	9.9 %
C=Civic involvement in municipal affairs	208	24.4 %
D=Communicates & shares info	195	22.9 %
Z=None chosen	308	36.2 %
Total	851	100.0 %

Q4. Which TWO of the items, from the list in Question 3 (above), do you think should receive the most emphasis from City leaders over the next two years? Circle "NONE" if you do not think any of these items need additional emphasis. (both selections)

Q4 Most emphasis	Number	Percent
A = Efforts to promote tourism	166	19.5 %
B = City sponsored special events	128	15.0 %
C = Civic involvement in municipal affairs	365	42.9 %
D = Communicates & shares info	519	61.0 %
Z = None chosen	216	25.4 %
Total	1394	

Q5. Support of Financial Initiatives. For each of the proposed projects listed below, please indicate your level of support for the project by circling the corresponding number below.

(N=851)

	Not supportive at all 1	Not supportive 2	Neutral 3	Supportive 4	Very supportive 5	Don't know 9
Q5a Street/sidewalk bond issue	2.7%	4.3%	13.4%	37.5%	36.7%	5.4%
Q5b Seawall restructuring program	2.5%	5.6%	25.1%	35.0%	22.0%	9.8%
Q5c School rebuilding program	9.4%	11.3%	22.0%	25.9%	26.0%	5.5%
Q5d Sewer/CSO infrastructure rebuilding	1.4%	4.0%	21.9%	40.4%	24.4%	7.9%
Q5e Central parking/garage project	10.6%	14.7%	22.0%	27.3%	20.0%	5.5%
Q5f Affordable housing	16.1%	12.1%	22.4%	21.9%	22.4%	5.1%

Q5. Support of Financial Initiatives. For each of the proposed projects listed below, please indicate your level of support for the project by circling the corresponding number below. (excluding don't know)

(N=851)

	Not supportive at all 1	Not supportive 2	Neutral 3	Supportive 4	Very supportive 5
Q5a Street/sidewalk bond issue	2.9%	4.6%	14.2%	39.6%	38.8%
Q5b Seawall restructuring program	2.7%	6.3%	27.9%	38.8%	24.3%
Q5c School rebuilding program	10.0%	11.9%	23.3%	27.4%	27.5%
Q5d Sewer/CSO infrastructure rebuilding	1.5%	4.3%	23.7%	43.9%	26.5%
Q5e Central parking/garage project	11.2%	15.5%	23.3%	28.9%	21.1%
Q5f Affordable housing	17.0%	12.7%	23.6%	23.0%	23.6%

Q6. Which TWO of the items, from the list in Question 5 (above), would you support most? Circle "NONE" if you would not support any of these items.

Q6 Support most	Number	Percent
A=Street/sidewalk bond issue	279	32.8 %
B=Seawall restructuring program	51	6.0 %
C=School rebuilding program	170	20.0 %
D=Sewer/CSO infrastructure rebuild	97	11.4 %
E=Central parking/garage project	69	8.1 %
F=Affordable housing	111	13.0 %
Z=None chosen	74	8.7 %
Total	851	100.0 %

Q6. Which TWO of the items, from the list in Question 5 (above), would you support most? Circle "NONE" if you would not support any of these items.

Q6 2nd	Number	Percent
A=Street/sidewalk bond issue	134	15.7 %
B=Seawall restructuring program	94	11.0 %
C=School rebuilding program	119	14.0 %
D=Sewer/CSO infrastructure rebuild	161	18.9 %
E=Central parking/garage project	97	11.4 %
F=Affordable housing	92	10.8 %
Z=None chosen	154	18.1 %
Total	851	100.0 %

Q6. Which TWO of the items, from the list in Question 5 (above), would you support most? Circle "NONE" if you would not support any of these items. (both selections)

Q6 Support most	Number	Percent
A = Street/sidewalk bond issue	413	48.5 %
B = Seawall restructuring program	145	17.0 %
C = School rebuilding program	289	34.0 %
D = Sewer/CSO infrastructure rebuild	258	30.3 %
E = Central parking/garage project	166	19.5 %
F = Affordable housing	203	23.9 %
Z = None chosen	74	8.7 %
Total	1548	

Q7A. Police.

(N=851)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Don't know
	1	2	3	4	5	9
A1 Speed limit enforcement	4.2%	13.7%	19.9%	44.9%	12.6%	4.7%
A2 Congestion management	7.5%	24.9%	31.6%	26.0%	4.3%	5.6%
A3 Parking enforcement	5.6%	13.7%	26.9%	39.0%	10.2%	4.5%
A4 Vehicle noise enforcement	16.7%	25.0%	24.1%	22.1%	4.9%	7.2%
A5 Efforts to prevent crime	1.8%	6.5%	24.1%	47.7%	11.8%	8.2%
A6 Responsiveness to calls for assistance	2.0%	3.9%	16.0%	39.6%	24.1%	14.5%
A7 Noise code enforcement	9.3%	15.6%	26.4%	29.7%	9.5%	9.4%
A8 Overall quality of police services	1.4%	5.5%	22.3%	53.7%	14.9%	2.1%

Q7A. Police. (excluding don't know)

(N=851)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied
	1	2	3	4	5
A1 Speed limit enforcement	4.4%	14.4%	20.8%	47.1%	13.2%
A2 Congestion management	8.0%	26.4%	33.5%	27.5%	4.6%
A3 Parking enforcement	5.9%	14.4%	28.2%	40.8%	10.7%
A4 Vehicle noise enforcement	18.0%	27.0%	25.9%	23.8%	5.3%
A5 Efforts to prevent crime	1.9%	7.0%	26.2%	52.0%	12.8%
A6 Responsiveness to calls for assistance	2.3%	4.5%	18.7%	46.3%	28.2%
A7 Noise code enforcement	10.2%	17.3%	29.2%	32.8%	10.5%
A8 Overall quality of police services	1.4%	5.6%	22.8%	54.9%	15.2%

Q7B. Fire.

(N=851)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Don't know
	1	2	3	4	5	9
B1 Rescue services	0.0%	0.1%	7.6%	31.6%	42.0%	18.7%
B2 Responsiveness to fire emergencies	0.1%	0.1%	6.9%	30.8%	42.1%	20.0%
B3 Fire inspections	1.1%	2.2%	21.7%	28.3%	17.6%	29.0%
B4 Enforcement of sprinkler codes	1.2%	2.4%	22.8%	26.4%	13.2%	34.1%
B5 Enforcement of fire alarm codes	1.1%	2.2%	23.0%	27.4%	14.3%	32.0%
B6 Overall quality of fire services	0.4%	0.6%	10.7%	43.9%	29.8%	14.6%

Q7B. Fire. (excluding don't know)

(N=851)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied
	1	2	3	4	5
B1 Rescue services	0.0%	0.1%	9.4%	38.9%	51.6%
B2 Responsiveness to fire emergencies	0.1%	0.1%	8.7%	38.5%	52.6%
B3 Fire inspections	1.5%	3.1%	30.6%	39.9%	24.8%
B4 Enforcement of sprinkler codes	1.8%	3.6%	34.6%	40.1%	20.0%
B5 Enforcement of fire alarm codes	1.6%	3.3%	33.9%	40.2%	21.1%
B6 Overall quality of fire services	0.4%	0.7%	12.5%	51.4%	34.9%

Q7C. Public Works.

(N=851)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
C1 Maintenance of streets	28.8%	36.7%	16.7%	15.3%	1.8%	0.8%
C2 Maintenance of sidewalks	24.3%	32.5%	21.4%	17.9%	1.6%	2.2%
C3 Street sweeping	9.8%	15.9%	30.8%	34.3%	6.2%	3.1%
C4 Snow plowing	10.2%	15.6%	25.0%	37.0%	8.7%	3.4%
C5 Trash removal services	3.2%	4.1%	16.6%	46.3%	26.9%	2.9%
C6 Curbside recycling services	2.5%	3.6%	16.0%	45.5%	28.0%	4.5%
C7 Overall quality of public works	3.8%	14.5%	37.3%	35.0%	6.0%	3.5%

Q7C. Public Works. (excluding don't know)

(N=851)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
C1 Maintenance of streets	29.0%	37.0%	16.8%	15.4%	1.8%
C2 Maintenance of sidewalks	24.9%	33.3%	21.9%	18.3%	1.7%
C3 Street sweeping	10.1%	16.4%	31.8%	35.4%	6.4%
C4 Snow plowing	10.6%	16.2%	25.9%	38.3%	9.0%
C5 Trash removal services	3.3%	4.2%	17.1%	47.7%	27.7%
C6 Curbside recycling services	2.6%	3.8%	16.7%	47.6%	29.3%
C7 Overall quality of public works	3.9%	15.0%	38.6%	36.3%	6.2%

Q7D. Planning and Zoning.

(N=851)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
D1 Residential property maintenance enforce	6.8%	12.0%	32.0%	26.1%	4.3%	18.8%
D2 Retail & commercial property maintenance	4.0%	9.5%	35.8%	25.6%	4.0%	21.0%
D3 Enforcement of the mowing & trimming	4.6%	9.8%	34.4%	23.7%	3.4%	24.1%
D4 Enforce of codes regarding posting signs	4.9%	9.5%	36.0%	19.9%	3.3%	26.4%
D5 Enforce codes regarding solicitation/promos	4.2%	9.3%	34.8%	24.2%	4.2%	23.3%
D6 Enforcing removal of trash cans/bins	6.0%	11.2%	35.0%	24.7%	4.5%	18.7%
D7 Enforcing clean-up of derelict houses	13.5%	19.3%	28.6%	16.7%	3.1%	18.9%
D8 Enforcing removal of abandoned vehicles	7.6%	13.3%	31.6%	17.6%	4.2%	25.6%
D9 Overall quality of planning & zoning	5.1%	9.9%	44.5%	23.9%	2.2%	14.5%

Q7D. Planning and Zoning. (excluding don't know)

(N=851)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
D1 Residential property maintenance enforce	8.4%	14.8%	39.4%	32.1%	5.4%
D2 Retail & commercial property maintenance	5.1%	12.1%	45.4%	32.4%	5.1%
D3 Enforcement of the mowing & trimming	6.0%	12.8%	45.4%	31.3%	4.5%
D4 Enforce of codes regarding posting signs	6.7%	12.9%	48.9%	27.0%	4.5%
D5 Enforce codes regarding solicitation/ promos	5.5%	12.1%	45.3%	31.5%	5.5%
D6 Enforcing removal of trash cans/bins	7.4%	13.7%	43.1%	30.3%	5.5%
D7 Enforcing clean-up of derelict houses	16.7%	23.8%	35.2%	20.6%	3.8%
D8 Enforcing removal of abandoned vehicles	10.3%	17.9%	42.5%	23.7%	5.7%
D9 Overall quality of planning & zoning	5.9%	11.5%	52.1%	27.9%	2.6%

Q7E. Water.

(N=851)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
E1 Water pressure in your home	5.9%	11.4%	14.6%	48.4%	17.6%	2.1%
E2 City efforts to minimize disruptions	1.1%	3.3%	14.7%	56.5%	16.7%	7.8%
E3 How safe your tap water is to drink	10.3%	14.1%	24.9%	30.7%	11.2%	8.8%
E4 Taste of your tap water	18.1%	22.8%	24.1%	26.3%	6.3%	2.4%
E5 Overall quality of water service	4.7%	11.8%	32.8%	39.4%	8.9%	2.5%

Q7E. Water. (excluding don't know)

(N=851)

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
E1 Water pressure in your home	6.0%	11.6%	14.9%	49.5%	18.0%
E2 City efforts to minimize disruptions	1.1%	3.6%	15.9%	61.3%	18.1%
E3 How safe your tap water is to drink	11.3%	15.5%	27.3%	33.6%	12.2%
E4 Taste of your tap water	18.5%	23.3%	24.7%	27.0%	6.5%
E5 Overall quality of water service	4.8%	12.0%	33.6%	40.4%	9.2%

QF. Parks and Recreation.

(N=851)

	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Don't know
	1	2	3	4	5	9
F1 City parks	1.6%	4.6%	12.3%	58.6%	19.3%	3.5%
F2 City beaches	5.2%	13.0%	17.5%	47.1%	12.9%	4.2%
F3 Youth recreation programs	1.4%	5.4%	24.8%	28.2%	8.8%	31.4%
F4 Adult recreation programs	1.3%	6.3%	32.4%	23.3%	5.4%	31.3%
F5 Management of the harbor	1.9%	4.5%	23.1%	41.7%	12.0%	16.8%
F6 Access to recreational boating	4.2%	9.6%	23.6%	31.0%	9.3%	22.2%
F7 Overall quality of parks & recreation services	0.9%	5.6%	28.4%	51.4%	7.8%	5.9%

QF. Parks and Recreation. (excluding don't know)

(N=851)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied
	1	2	3	4	5
F1 City parks	1.7%	4.8%	12.8%	60.8%	20.0%
F2 City beaches	5.4%	13.6%	18.3%	49.2%	13.5%
F3 Youth recreation programs	2.1%	7.9%	36.1%	41.1%	12.8%
F4 Adult recreation programs	1.9%	9.2%	47.2%	33.8%	7.9%
F5 Management of the harbor	2.3%	5.4%	27.8%	50.1%	14.4%
F6 Access to recreational boating	5.4%	12.4%	30.4%	39.9%	11.9%
F7 Overall quality of parks & recreation services	1.0%	6.0%	30.2%	54.6%	8.2%

Q7G. Public Education.

(N=851)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Don't know
	1	2	3	4	5	9
G1 Quality of educational facilities	12.8%	23.5%	24.1%	15.5%	2.0%	22.1%
G2 Quality of elementary school education	11.5%	19.2%	23.1%	18.0%	3.9%	24.3%
G3 Quality of middle school education	12.2%	20.4%	25.9%	13.5%	2.6%	25.4%
G4 Quality of high school education	17.3%	22.7%	22.4%	11.0%	2.2%	24.3%
G5 System leadership & management	16.8%	21.4%	24.1%	10.8%	1.8%	25.1%
G6 Overall quality of public schools	14.3%	25.9%	25.1%	12.1%	1.8%	20.8%

Q7G. Public Education. (excluding don't know)

(N=851)

	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied
	1	2	3	4	5
G1 Quality of educational facilities	16.4%	30.2%	30.9%	19.9%	2.6%
G2 Quality of elementary school education	15.2%	25.3%	30.6%	23.8%	5.1%
G3 Quality of middle school education	16.4%	27.4%	34.6%	18.1%	3.5%
G4 Quality of high school education	22.8%	30.0%	29.7%	14.6%	3.0%
G5 System leadership & management	22.4%	28.6%	32.2%	14.4%	2.4%
G6 Overall quality of public schools	18.1%	32.6%	31.8%	15.3%	2.2%

Q7H. Administrative Services.

(N=851)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Don't know
	1	2	3	4	5	9
H1 Quality of service provided by City Hall	3.3%	10.0%	33.6%	42.0%	6.9%	4.2%
H2 Quality of city leadership & management	5.2%	14.2%	38.4%	31.0%	4.7%	6.5%
H3 Overall appearance of the City	3.9%	13.7%	24.9%	48.2%	6.6%	2.7%
H4 Image of the City	2.6%	10.5%	21.0%	50.3%	12.1%	3.5%
H5 Overall quality of life in the City	2.0%	7.2%	22.7%	54.3%	10.6%	3.3%
H6 Feeling of safety in the City	1.6%	3.4%	17.3%	60.2%	15.3%	2.2%
H7 Management of the influx of tourists	11.2%	23.0%	28.9%	31.1%	3.4%	2.4%
H8 Overall quality of administrative services	2.8%	9.3%	34.7%	44.9%	4.3%	4.0%

Q7H. Administrative Services. (excluding don't know)

(N=851)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied
	1	2	3	4	5
H1 Quality of service provided by City Hall	3.4%	10.4%	35.1%	43.8%	7.2%
H2 Quality of city leadership & management	5.5%	15.2%	41.1%	33.2%	5.0%
H3 Overall appearance of the City	4.0%	14.1%	25.6%	49.5%	6.8%
H4 Image of the City	2.7%	10.8%	21.8%	52.1%	12.5%
H5 Overall quality of life in the City	2.1%	7.4%	23.5%	56.1%	10.9%
H6 Feeling of safety in the City	1.7%	3.5%	17.7%	61.5%	15.6%
H7 Management of the influx of tourists	11.4%	23.6%	29.6%	31.9%	3.5%
H8 Overall quality of administrative services	2.9%	9.7%	36.1%	46.8%	4.5%

Q8. Which FIVE of the specific City services listed in Question 7 above and on the previous page do you think should receive the most emphasis from City leaders over the next two years. DO NOT SELECT ANY OF THE "OVERALL" AREAS.

Q8 Most emphasis	Number	Percent
A1=Speed limit enforcement	9	1.1 %
A2=Congestion management	17	2.0 %
A3=Parking enforcement	3	0.4 %
A4=Vehicle noise enforcement	12	1.4 %
A5=Efforts to prevent crime	11	1.3 %
A6=Responsive-calls for assistance	5	0.6 %
A7=Noise code enforcement	13	1.5 %
B1=Rescue services	1	0.1 %
C1=Maintenance of streets	131	15.4 %
C2=Maintenance of sidewalks	14	1.6 %
C3=Street sweeping	2	0.2 %
C4=Snow plowing	2	0.2 %
C5=Trash removal services	2	0.2 %
C6=Curbside recycling services	1	0.1 %
D1=Residential prop maintenance	4	0.5 %
D5=Enforce-solicitations/promos	3	0.4 %
D6=Enforce-remove trash cans/bins	1	0.1 %
D7=Enforce-clean-up derelict houses	11	1.3 %
D8=Enforce-remove abandoned cars	1	0.1 %
E1=Water pressure in your home	3	0.4 %
E2=Efforts to minimize disruptions	1	0.1 %
E3=How safe your water is to drink	19	2.2 %
E4=Taste of your tap water	8	0.9 %
F1=City parks	8	0.9 %
F2=City beaches	32	3.8 %
F3=Youth recreation programs	3	0.4 %
F4=Adult recreation programs	4	0.5 %
F5=Management of the harbor	2	0.2 %
F6=Access to recreational boating	5	0.6 %
G1=Quality of educational facilities	76	8.9 %
G2=Quality of elementary school	57	6.7 %
G3=Quality of middle school	17	2.0 %
G4=Quality of high school	48	5.6 %
G5=System leadership/mgmt	34	4.0 %
H1=Quality of service provided	22	2.6 %
H2=Quality of city leadership/mgmt	39	4.6 %
H3=Appearance of the City	27	3.2 %
H4=Image of the City	8	0.9 %

Q8. Which FIVE of the specific City services listed in Question 7 above and on the previous page do you think should receive the most emphasis from City leaders over the next two years. DO NOT SELECT ANY OF THE "OVERALL" AREAS.

Q8 Most emphasis	Number	Percent
H5=Quality of life in the City	8	0.9 %
H6=Feeling of safety in the City	10	1.2 %
H7=Mgmt of influx of tourists	65	7.6 %
ZZ=None chosen	112	13.2 %
Total	851	100.0 %

Q8. Which FIVE of the specific City services listed in Question 7 above and on the previous page do you think should receive the most emphasis from City leaders over the next two years. DO NOT SELECT ANY OF THE "OVERALL" AREAS.

Q8 2nd	Number	Percent
A1=Speed limit enforcement	3	0.4 %
A2=Congestion management	13	1.5 %
A3=Parking enforcement	7	0.8 %
A4=Vehicle noise enforcement	15	1.8 %
A5=Efforts to prevent crime	5	0.6 %
A6=Responsive-calls for assistance	2	0.2 %
A7=Noise code enforcement	19	2.2 %
B3=Fire inspections	1	0.1 %
C1=Maintenance of streets	66	7.8 %
C2=Maintenance of sidewalks	62	7.3 %
C3=Street sweeping	2	0.2 %
C4=Snow plowing	10	1.2 %
C5=Trash removal services	1	0.1 %
D1=Residential prop maintenance	10	1.2 %
D2=Retail/commercial prop maintenance	3	0.4 %
D3=Enforce-mow/trim private property	3	0.4 %
D4=Enforce-posting temp signs	2	0.2 %
D5=Enforce-solicitations/promos	1	0.1 %
D6=Enforce-remove trash cans/bins	2	0.2 %
D7=Enforce-clean-up derelict houses	16	1.9 %
D8=Enforce-remove abandoned cars	3	0.4 %
E1=Water pressure in your home	4	0.5 %
E3=How safe your water is to drink	18	2.1 %
E4=Taste of your tap water	22	2.6 %
F1=City parks	15	1.8 %
F2=City beaches	26	3.1 %
F3=Youth recreation programs	5	0.6 %
F4=Adult recreation programs	5	0.6 %
F5=Management of the harbor	9	1.1 %
F6=Access to recreational boating	8	0.9 %
G1=Quality of educational facilities	34	4.0 %
G2=Quality of elementary school	29	3.4 %
G3=Quality of middle school	61	7.2 %
G4=Quality of high school	52	6.1 %
G5=System leadership/mgmt	22	2.6 %
H1=Quality of service provided	11	1.3 %
H2=Quality of city leadership/mgmt	28	3.3 %
H3=Appearance of the City	27	3.2 %

Q8. Which FIVE of the specific City services listed in Question 7 above and on the previous page do you think should receive the most emphasis from City leaders over the next two years. DO NOT SELECT ANY OF THE "OVERALL" AREAS.

Q8 2nd	Number	Percent
H4=Image of the City	11	1.3 %
H5=Quality of life in the City	19	2.2 %
H6=Feeling of safety in the City	12	1.4 %
H7=Mgmt of influx of tourists	44	5.2 %
ZZ=None chosen	143	16.8 %
Total	851	100.0 %

Q8. Which FIVE of the specific City services listed in Question 7 above and on the previous page do you think should receive the most emphasis from City leaders over the next two years. DO NOT SELECT ANY OF THE "OVERALL" AREAS.

Q8 3rd	Number	Percent
A1=Speed limit enforcement	6	0.7 %
A2=Congestion management	18	2.1 %
A3=Parking enforcement	5	0.6 %
A4=Vehicle noise enforcement	13	1.5 %
A5=Efforts to prevent crime	7	0.8 %
A6=Responsive-calls for assistance	3	0.4 %
A7=Noise code enforcement	15	1.8 %
B1=Rescue services	3	0.4 %
B3=Fire inspections	3	0.4 %
B4=Enforcement of sprinkler codes	3	0.4 %
B5=Enforcement-fire alarm codes	1	0.1 %
C1=Maintenance of streets	45	5.3 %
C2=Maintenance of sidewalks	33	3.9 %
C3=Street sweeping	8	0.9 %
C4=Snow plowing	8	0.9 %
C5=Trash removal services	2	0.2 %
C6=Curbside recycling services	1	0.1 %
D1=Residential prop maintenance	11	1.3 %
D2=Retail/commercial prop maintenance	3	0.4 %
D3=Enforce-mow/trim private property	2	0.2 %
D4=Enforce-posting temp signs	1	0.1 %
D5=Enforce-solicitations/promos	5	0.6 %
D6=Enforce-remove trash cans/bins	6	0.7 %
D7=Enforce-clean-up derelict houses	14	1.6 %
D8=Enforce-remove abandoned cars	3	0.4 %
E1=Water pressure in your home	6	0.7 %
E3=How safe your water is to drink	23	2.7 %
E4=Taste of your tap water	12	1.4 %
F1=City parks	7	0.8 %
F2=City beaches	35	4.1 %
F3=Youth recreation programs	3	0.4 %
F4=Adult recreation programs	8	0.9 %
F5=Management of the harbor	10	1.2 %
F6=Access to recreational boating	8	0.9 %
G1=Quality of educational facilities	28	3.3 %
G2=Quality of elementary school	26	3.1 %
G3=Quality of middle school	37	4.3 %
G4=Quality of high school	62	7.3 %

Q8. Which FIVE of the specific City services listed in Question 7 above and on the previous page do you think should receive the most emphasis from City leaders over the next two years. DO NOT SELECT ANY OF THE "OVERALL" AREAS.

<u>Q8 3rd</u>	<u>Number</u>	<u>Percent</u>
G5=System leadership/mgmt	40	4.7 %
H1=Quality of service provided	12	1.4 %
H2=Quality of city leadership/mgmt	14	1.6 %
H3=Appearance of the City	22	2.6 %
H4=Image of the City	15	1.8 %
H5=Quality of life in the City	17	2.0 %
H6=Feeling of safety in the City	16	1.9 %
H7=Mgmt of influx of tourists	49	5.8 %
ZZ=None chosen	182	21.4 %
Total	851	100.0 %

Q8. Which FIVE of the specific City services listed in Question 7 above and on the previous page do you think should receive the most emphasis from City leaders over the next two years. DO NOT SELECT ANY OF THE "OVERALL" AREAS.

Q8 4th	Number	Percent
A1=Speed limit enforcement	13	1.5 %
A2=Congestion management	13	1.5 %
A3=Parking enforcement	3	0.4 %
A4=Vehicle noise enforcement	17	2.0 %
A5=Efforts to prevent crime	4	0.5 %
A6=Responsive-calls for assistance	3	0.4 %
A7=Noise code enforcement	15	1.8 %
B2=Responsive-fire emergencies	2	0.2 %
B3=Fire inspections	1	0.1 %
B4=Enforcement of sprinkler codes	1	0.1 %
C1=Maintenance of streets	44	5.2 %
C2=Maintenance of sidewalks	29	3.4 %
C3=Street sweeping	4	0.5 %
C4=Snow plowing	14	1.6 %
C5=Trash removal services	4	0.5 %
C6=Curbside recycling services	2	0.2 %
D1=Residential prop maintenance	6	0.7 %
D2=Retail/commercial prop maintenance	3	0.4 %
D3=Enforce-mow/trim private property	2	0.2 %
D4=Enforce-posting temp signs	1	0.1 %
D5=Enforce-solicitations/promos	2	0.2 %
D6=Enforce-remove trash cans/bins	6	0.7 %
D7=Enforce-clean-up derelict houses	18	2.1 %
D8=Enforce-remove abandoned cars	3	0.4 %
E1=Water pressure in your home	7	0.8 %
E2=Efforts to minimize disruptions	3	0.4 %
E3=How safe your water is to drink	8	0.9 %
E4=Taste of your tap water	21	2.5 %
F1=City parks	9	1.1 %
F2=City beaches	21	2.5 %
F3=Youth recreation programs	8	0.9 %
F4=Adult recreation programs	5	0.6 %
F5=Management of the harbor	10	1.2 %
F6=Access to recreational boating	7	0.8 %
G1=Quality of educational facilities	23	2.7 %
G2=Quality of elementary school	13	1.5 %
G3=Quality of middle school	22	2.6 %
G4=Quality of high school	30	3.5 %

Q8. Which FIVE of the specific City services listed in Question 7 above and on the previous page do you think should receive the most emphasis from City leaders over the next two years. DO NOT SELECT ANY OF THE "OVERALL" AREAS.

<u>Q8 4th</u>	<u>Number</u>	<u>Percent</u>
G5=System leadership/mgmt	34	4.0 %
H1=Quality of service provided	16	1.9 %
H2=Quality of city leadership/mgmt	32	3.8 %
H3=Appearance of the City	17	2.0 %
H4=Image of the City	20	2.4 %
H5=Quality of life in the City	12	1.4 %
H6=Feeling of safety in the City	17	2.0 %
H7=Mgmt of influx of tourists	53	6.2 %
ZZ=None chosen	253	29.7 %
Total	851	100.0 %

Q8. Which FIVE of the specific City services listed in Question 7 above and on the previous page do you think should receive the most emphasis from City leaders over the next two years. DO NOT SELECT ANY OF THE "OVERALL" AREAS.

Q8 5th	Number	Percent
A1=Speed limit enforcement	2	0.2 %
A2=Congestion management	14	1.6 %
A3=Parking enforcement	5	0.6 %
A4=Vehicle noise enforcement	12	1.4 %
A5=Efforts to prevent crime	2	0.2 %
A7=Noise code enforcement	6	0.7 %
B1=Rescue services	2	0.2 %
B2=Responsive-fire emergencies	1	0.1 %
B3=Fire inspections	2	0.2 %
B5=Enforcement-fire alarm codes	2	0.2 %
C1=Maintenance of streets	23	2.7 %
C2=Maintenance of sidewalks	22	2.6 %
C3=Street sweeping	6	0.7 %
C4=Snow plowing	9	1.1 %
C5=Trash removal services	3	0.4 %
D1=Residential prop maintenance	8	0.9 %
D2=Retail/commercial prop maintenance	5	0.6 %
D3=Enforce-mow/trim private property	1	0.1 %
D5=Enforce-solicitations/promos	2	0.2 %
D6=Enforce-remove trash cans/bins	6	0.7 %
D7=Enforce-clean-up derelict houses	11	1.3 %
D8=Enforce-remove abandoned cars	3	0.4 %
E1=Water pressure in your home	8	0.9 %
E3=How safe your water is to drink	11	1.3 %
E4=Taste of your tap water	13	1.5 %
F1=City parks	9	1.1 %
F2=City beaches	29	3.4 %
F3=Youth recreation programs	7	0.8 %
F4=Adult recreation programs	4	0.5 %
F5=Management of the harbor	7	0.8 %
F6=Access to recreational boating	12	1.4 %
G1=Quality of educational facilities	8	0.9 %
G2=Quality of elementary school	6	0.7 %
G3=Quality of middle school	7	0.8 %
G4=Quality of high school	18	2.1 %
G5=System leadership/mgmt	21	2.5 %
H1=Quality of service provided	10	1.2 %
H2=Quality of city leadership/mgmt	16	1.9 %

Q8. Which FIVE of the specific City services listed in Question 7 above and on the previous page do you think should receive the most emphasis from City leaders over the next two years. DO NOT SELECT ANY OF THE "OVERALL" AREAS.

<u>Q8 5th</u>	<u>Number</u>	<u>Percent</u>
H3=Appearance of the City	26	3.1 %
H4=Image of the City	20	2.4 %
H5=Quality of life in the City	9	1.1 %
H6=Feeling of safety in the City	13	1.5 %
H7=Mgmt of influx of tourists	53	6.2 %
<u>ZZ=None chosen</u>	<u>397</u>	<u>46.7 %</u>
Total	851	100.0 %

Q8. Which FIVE of the specific City services listed in Question 7 above and on the previous page do you think should receive the most emphasis from City leaders over the next two years. DO NOT SELECT ANY OF THE "OVERALL" AREAS. (all five selections)

Q8 Most emphasis	Number	Percent
A1 = Speed limit enforcement	33	3.9 %
A2 = Congestion management	75	8.8 %
A3 = Parking enforcement	23	2.7 %
A4 = Vehicle noise enforcement	69	8.1 %
A5 = Efforts to prevent crime	29	3.4 %
A6 = Responsive-calls for assistance	13	1.5 %
A7 = Noise code enforcement	68	8.0 %
B1 = Rescue services	6	0.7 %
B2 = Responsive-fire emergencies	3	0.4 %
B3 = Fire inspections	7	0.8 %
B4 = Enforcement of sprinkler codes	4	0.5 %
B5 = Enforcement-fire alarm codes	3	0.4 %
C1 = Maintenance of streets	309	36.3 %
C2 = Maintenance of sidewalks	160	18.8 %
C3 = Street sweeping	22	2.6 %
C4 = Snow plowing	43	5.1 %
C5 = Trash removal services	12	1.4 %
C6 = Curbside recycling services	4	0.5 %
D1 = Residential prop maintenance	39	4.6 %
D2 = Retail/commercial prop maintenance	14	1.6 %
D3 = Enforce-mow/trim private property	8	0.9 %
D4 = Enforce-posting temp signs	4	0.5 %
D5 = Enforce-solicitations/promos	13	1.5 %
D6 = Enforce-remove trash cans/bins	21	2.5 %
D7 = Enforce-clean-up derelict houses	70	8.2 %
D8 = Enforce-remove abandoned cars	13	1.5 %
E1 = Water pressure in your home	28	3.3 %
E2 = Efforts to minimize disruptions	4	0.5 %
E3 = How safe your water is to drink	79	9.3 %
E4 = Taste of your tap water	76	8.9 %
F1 = City parks	48	5.6 %
F2 = City beaches	143	16.8 %
F3 = Youth recreation programs	26	3.1 %
F4 = Adult recreation programs	26	3.1 %
F5 = Management of the harbor	38	4.5 %
F6 = Access to recreational boating	40	4.7 %
G1 = Quality of educational facilities	169	19.9 %
G2 = Quality of elementary school	131	15.4 %

Q8. Which FIVE of the specific City services listed in Question 7 above and on the previous page do you think should receive the most emphasis from City leaders over the next two years. DO NOT SELECT ANY OF THE "OVERALL" AREAS. (all five selections)

<u>Q8 Most emphasis</u>	<u>Number</u>	<u>Percent</u>
G3 = Quality of middle school	144	16.9 %
G4 = Quality of high school	210	24.7 %
G5 = System leadership/mgmt	151	17.7 %
H1 = Quality of service provided	71	8.3 %
H2 = Quality of city leadership/mgmt	129	15.2 %
H3 = Appearance of the City	119	14.0 %
H4 = Image of the City	74	8.7 %
H5 = Quality of life in the City	65	7.6 %
H6 = Feeling of safety in the City	68	8.0 %
H7 = Mgmt of influx of tourists	264	31.0 %
<u>ZZ = None chosen</u>	<u>112</u>	<u>13.2 %</u>
Total	3280	